

Faculty Handbook

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6.1 Media Relations

Saint Mary's College of California

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6.0. EXTERNAL RELATIONS POLICIES OF INTEREST TO THE FACULTY

6.1. Media Relations

6.1.1. Public Relations Office

The Public Relations Office has the responsibility for overseeing the overall public relations effort of the College. The Director and Associate Director of Public Relations cooperate with the Sports Information Director and other offices on campus which have authorization to disseminate information to the media.

Public relations directors write and edit releases to the media including newspapers, magazines, radio and television. The Public Relations Office has detailed media lists as well as information on deadlines and formats. Individuals at the College who want news releases prepared must supply the Directors with adequate and accurate information and should consult the Public Relations Office on the proper method of submission of photographs to the media. Materials must be submitted to the Public Relations Office as far in advance of an event as possible. Three weeks is the minimum lead time needed.

The Public Relations Office must be informed of all speakers, visiting scholars, cultural events, and symposia planned for the campus. Inquiries on such events come to the Public Relations Office from the media and the public, whether or not publicity has been sent out, and the Public Relations Office must be kept up to date.

The Public Relations Directors and individuals charged by them or the College President are the only persons who should make public statements for the institution. The public image of Saint Mary's and the rights and privacy of its community members must always be respected. It is important that persons speaking on behalf of the College be consistent in the nature of their remarks.

6.0. EXTERNAL RELATIONS POLICIES OF INTEREST TO THE FACULTY

6.1. Media Relations

6.1.1. Public Relations Office (continued)

Press releases deemed to contain sensitive material which has a bearing on the College's reputation must be reviewed directly by the Public Relations Office before dissemination.

6.1.1.1. Saint Mary's Update

Saint Mary's Update is produced by the Office of Public Relations and is the official publication of Saint Mary's College. It is published three times a year for the alumni, parents and friends of the College. Faculty members are encouraged to contribute to the Update. For further information, contact the Office of Public Relations, extension 4222.

6.1.2. Policy on Advertising and Publications

Paid display advertising to be inserted with off-campus media can be processed through the Public Relations Office. Headlines, copy and graphics for advertising from all departments must reflect the College as an institution of significant academic standards: e.g., the quality of work and the amount of time required for degrees and certificates are consistent with traditional College standards and those of the Western Association of Schools and Colleges (WASC). The College's name should always appear in the first reference as Saint Mary's College of California. This applies to both paid advertising and news releases. All publications and paid advertising of Saint Mary's College must seek to embody the institution's inherent merits, e.g., its Catholic background, Lasallian tradition, and the tradition of the Christian Brothers, the College's academic reputation and location in the Bay Area, etc. The Saint Mary's Marketing Committee and Marketing Consultant oversee consistency and high quality in the various marketing efforts of the institution. Contact the Director of Public Relations for further details.